

OR PREVENTTION OF RESOURDE/DRUG-FREE YEARS

The Oregon Prevention of Resource Center shows viewers a pile of cocaine blowing away. They want parents to know that the state of Oregon is preparing children and parents for the drug free years.:30 311 April (16-10:21p), May (4-8:48a, 7-11:54p, 25-10:50p, 28-12:54a), June (9-9:5a) (ran more than 6 times in qtr)

HABILITAT/LOCKER ROOM

Habilitat shows viewers how drug deals can lead to death.:30 356 April (1-4:19p, 19-2:21p, 22-8:20a), May (1-8:20p, 10-11:22p, 13-8:19a, 16-12:48a, 31-1:22a), June (3-5:54a) (ran more than 9 times during quarter)

DARE/ Dinner Table

DARE (Drug Abuse Resistance Education) is encouraging parents to talk with their children so that they can keep track of what their children are doing in regard to drugs. 386 11/91 :30 April (10-10:21p), May (1-6:22p, 22-7:48p) (ran more than 3 times during quarter)

ALCOHOLICS ANONYMOUS/ PASSING OUT

The Alcoholic Anonymous organization is encouraging alcoholics to recognize their problems and get involved with an AA group. 390 8/91 :30 April (10-11:17a), May (1-2:18p, 4-2:19a), June (15-7:51p, 30-4:25a) (ran more than 5 times in qtr)

12. CONSUMER ISSUES

POLICE/BUNKO ARTISTS

Salem Police crime prevention officer Bruce Cheeley describes common summer "bunko" artist activities. to TV 22's Dick Bond. (6-92) 1565 4:30 (24 plays)

June (10-3:18a,6:21p, 11-8:22a, 12-5:18p, 14-11:17p, 15-6:21a,1:21p, 16-12:20a,6:19p, 17-4:20a,3:21p, 18-11:19a, 20-1:20p,6:22p, 21-12:19a, 22-9:21a,23-5:17p, 24-1:21p, 25-5:21p, 26-10:22a, 27-1:21a, 28-1:21a, 29-7:21p, 30-2:21p).

SALEM POLICE/BUNKO "Jamacian Switch"

Officer Bruce Cheeley and TV 22's Lucinda Sears discuss the tricks bunko artists use to fool consumers. 1040 (ran 3 times during quarter)

April (20-12:22a, 29-3:21a),
May 18th, 12:20a.

CHILD CARE INFORMATION SERVICE OF SALEM IYI

Lorene day-Reynolds and Jennifer Newton explain the child care referral services offered by Salem's Child Care Information Service to TV 22's Dick Bond. 1556 3:00 (ran 18 times during the quarter)

May (20-11:21a,11:21p, 26-7:17a, 29-5:17p, 30-1:19p),
June (1-5:21a, 3-7:18a, 4-4:22p, 9-6:18a,9:19p, 13-12:19p, 15-11:22a, 17-4:21p, 21-3:20p, 23-4:21a, 24-9:22a, 28-2:18p, 30-12:22p).

INSURANCE INFORMATION IYI

TV 22's Lucinda Sears talks with Western Insurance Information Service about various types of insurance in this three-part series. (series ran 3 times during quarter)

April (16-3:18a,4:21a,5:17a),
May (2-2:19a,3:21a, 10-12:19a,1:17a,2:21a).

EXCISE TAXES VNR/IYI

A new study from Citizens for Tax Justice show that excise taxes hurt the poor and middle class far more than the rich and congress is considering raising them even higher. 1420 8/91 (2:30) (ran 7 times in qtr)

April (1-4:22a, 14-5:21p, 21-7:20p, 28-8:17p),
May (5-11:21a, 12-10:21a, 25-3:20a).

NIGHT VISION VNR/IYI

Night vision devices are being tested by scientists to save lives, prevent crime and map our planet. In the near future, we may even find these devices as safety features on the dashboards of our cars. 4/91 1356 3:00 (ran 4 times)

April (23-3:21a, 29-1:18a),
May (10-4:21a, 20-5:22a).

LOAN FRAUD VNR/IYI

Pre-paid loan applications are becoming anation-wide fraud. People pay an up-front fee for a so-called guaranteed loan and get nothing. This warning from the BBB details the story. 1467 10/91 (2:30) (ran 6 times in quarter)

April (8-4:21a, 15-6:19pm, 23-8:21p, 29-11:22p),
May 7th, 6:18a,
June 4, 2:19a.

HOLOGRAM TRAVELER VNR/IYI

The world's first coin-op hologram video game is setting new standards in video technology and entertainment. 1476 10/91 2:30 (ran 6 times)

April (6-4:19a, 15-7:22a, 22-6:19p, 28-10:18p),
May 6th, 10:21a,
June 3, 2:21a.

HOME INSULATION VNR/IYI

Before the real colds sets in, here are tips on making sure your house will provide adequate shelter. 1474 10/91 3:30 (ran 4 times during qtr)

April (6-5:18a, 14-11:21p, 22-5:19p, 29-6:22p).

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FINANCIAL CHOICES VNR/IYI

VISA is sponsoring programs for teaching people who handle their financial matters responsibly. They have developed computer programs that make learning financial management fun. 1505 1/92 3:30 (ran 6 times in qtr)

April (2-4:22A, 14-6:21p, 21-11:21p, 28-9:19p),
May (5-12:18p, 19-4:19p).

INTERACTIVE COMPACT DISCS VNR/IYI

Phillip's Electronics shows the viewers the latest technology - interactive DC's. These CD's allow consumers to play video games like never before with the most realistic programs to date. 1507 1/92 3:00 (ran 6 times)

April (7-3:21a, 15-10:20a, 22-9:22a, 29-7:21p),
May (6-6:17p, 14-7:18a).

NATIONAL PSA'S INVOLVING CONSUMER MATTERS

CONSUMER INFORMATION CENTER/MUSTARD

In a very humorous PSA, the U.S. Consumer Information Center in Pueblo, Colorado "dramatizes" the fact that everyone can receive free information regarding consumer concerns. 418 5/92 :60 :15 155; :60- April (25-5:21a), May (16-1:49a, 19-2:54s) (ran more than 3 times during quarter) :30 320 June (9-2:54p, 27-1:50p) (ran more than 2 times in June)

CONSUMER INFORMATION CENTER/ STAR WITNESS

In a very humorous PSA, the U.S. Consumer Information Center in Pueblo, Colorado "dramatizes" the fact that everyone can receive free information regarding consumer concerns. 5/91 :60 424 May (19-1:22p) (ran more than 1 time)

NATIONAL INSURANCE CRIME BUREAU/Little Lies

Shows how insurance fraud is hurting everyone and costing billions of dollars. The psa also asks consumers to call an 800-number to report insurance fraud and vehicle theft. 6-92 :60 425 June (24-3:50a, 27-11:46a) (ran more than 2 times in June)

UL LABS/ELECTRIC SHOCK

Promotes the installation of Ground Fault Circuit Intrupptors (GFCI) to prevent electric shocks when using appliances. :30 314 April (16-9:20p), May (4-11:21p, 7-6:45p, 25-7:53a, 28-7:21p), June (9-11:54a, 21-5:25a) (ran more than 7 times)

LOCAL PSA'S INVOLVING CONSUMER MATTERS

OREGON STATE BAR ASSOCIATION/Pro Bono

The Oregon State Bar Association offers attorney referrals and information about Pro Bono (free legal services) work and local attorneys. (6-92) :30 296 in July

OREGON STATE BAR ASSOCIATION/Tele Law

The Oregon State Bar Association offers a free telephone pre-recorded advice line for Oregon residents. (6-92) :30 297 in July

13. RECREATION

HOT-AIR BALLOONING IYI

Phil Hudanish takes the viewer on an incredible journey through the world of hot-air ballooning. The involved sport is explained thoroughly as well as the very compelling history. 1408 8/91 4:30 (ran 13 times during qtr)

April (7-1:20a, 15-8:19a, 22-1:20p, 29-10:20a),
May (6-12:20p, 13-6:17p, 28-1:20a, 29-6:20p),
June (5-7:21p, 6-6:22p, 7-7:19a, 20-7:21a).

SANTIAM CANYON IYI

A TV 22's Dick Bond in a discussion with Pinna Hines, President, and Dan Hoynacki, Marketing Director of the newly formed North Santiam Canyon Tourism Coalition about the reasons of starting the organization and its goals. 1491 4:00 (ran 21 times during qtr)

April (2-6:22a, 8-10:22a, 17-9:22a, 7:19p, 25-7:19p),
May (1-3:22p, 16-8:19p, 23-6:21a, 29-10:21p, 30-2:22a),
June (2-5:22p, 4-6:18a, 5-6:21p, 6-2:21a, 12-6:17p, 13-7:18a, 17-10:21p, 18-8:21p, 19-4:22p, 25-6:22a, 26-9:19a).

OREGON TOURISM DIVISION, STATE OF OREGON/OREGON TOURISM IYI

Robin Roberts, regional marketing coordinator with the Oregon Tourism Division, in a local interview with KBSP TV's Dick Bond, explains what the department does and describes the new Oregon campground guide, offered at no charge, upon request. 6/92 (4:00) (runs in next quarter)

NATIONAL PSA'S INVOLVING RECREATION

MT RUSHMORE NAT MEMORIAL SOC/ MONUMENT

In a dramatic piece showing the demolition of statues commemorating various Eastern Europe Dictators, the Mt. Rushmore National Memorial Society asks for donations towards the upkeep of the Mt. Rushmore Monument. 7/91 :30 380 April (1-4:22a), May (10-3:54p, 13-3:22p, 31-9:54a), June (3-4:49a) (ran more than 5 times during the quarter)

NATIONAL TOUR FOUNDATION/TRAVEL-THE PERFECT FREEDOM

This PSA "reminds us that America still belongs to everyone" with music and scenes of places to see in America. 6/92 :60 428 in July

NATIONAL FISHING WEEK 1992/Take a Friend Fishing

Adults are shown and urged to take a child fishing in this 60 sec. untagged version of the Fishing Week PSA. (6-92) :60 404 June (27-7:49a)

14. THE ECONOMY

SALEM CONVENTION AND VISITORS ASSOCIATION (SCVA) IYI

15. CONCERNS OF WOMEN

WOMENS' CRISIS SERVICE/IYI/#1 AND #2

Vietta Helmle, director, explains to TV 22's Dick Bond in a two-part interview, how the Womens' Crisis Service functions and how they need to train volunteers. (6/92) (3:30ea) 1559,60 (series ran 20 times in June)

June (4-10:22a,11:22a, 5-9:21a,3:19p, 6-11:19p, 8-1:22a,6:21p, 9-4:22a,9:22a,11:42p, 10-9:22a, 11-11:20p, 12-6:19a,10:21p, 13-8:19p, 14-2:22a,8:18p, 15-11:18p, 16-9:19p, 17-6:20p, 18-7:21p, 19-2:22p,10:22p, 20-10:21p, 21-1:19p, 22-4:23a,11:21p, 23-10:22a,11:21p, 24-12:18a,8:21p, 25-3:21a,2:21p, 26-10:21p, 27-11:21p, 29-12:22a,4:19a, 30-12:20a).

WORKING MOM VNR/IYI

A new study reveals the women are working and performing as mothers successfully.

~~A new study of women feel that they are doing even better as mothers for their~~

16. CONCERNS OF SENIOR CITIZENS

SENIOR FIRE PREVENTION IYI

Bill O'Neil of the Marion County Fire Dist #1 explains to TV 22's Dick Bond how senior citizens can protect themselves from the dangers of a fire. In the first IYI, he talks about appliances and in the second, the stop, drop, roll technique is discussed. 1450, 51 4:00, 4:30 (ran series 21 times in quarter)

April (1-9:18p, 10:22p, 9-7:21a, 8:19a),

May (3-7:21p, 8:19p, 17-4:21a, 5:21a, 21-10:17a, 23-8:22p, 28-10:21p, 11:21p),

June (1-2:19p, 3:21p, 4-12:22p, 1:22p, 7-6:17p, 7:17p, 8-8:22p, 9:22p, 10-5:21a, 6:22a, 13-9:22p, 10:21p, 15-4:22p, 5:18p, 18-1:21a, 2:25a, 21-5:21a, 6:18a, 22-5:20p, 6:18p, 25-12:21p, 1:20p, 28-6:21a, 7:21a).

AARP DRIVING COURSE IYI

A discussion with Mr. Roy Proctor ASC and Dick Bond of TV22, about safe driving classes for mature drivers. the "55-ALIVE" classes. 1509 1/92 4:00 (26 runs).

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SALEM SENIOR CENTER BOUTIQUE IYI

Deb Craiger, recreation coordinator at the Salem Senior Center explains her functions and introduces Pam Starn, chairperson of the Senior Center Boutique.

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HOUSING OPTIONS FOR SENIORS VNR/IYI

Provides viewers with information about housing options for seniors with attended and assisted living facilities. 9614 3:30 (ran 6 times during quarter)

April (4-3:22a, 11-2:22a, 27-3:19a),
May (7-3:19a, 18-5:18p, 19-5:21a).

SENIOR CONSUMERS VNR/IYI

The majority of older Americans (over 65) consider themselves middle-aged. They are increasingly taking a more youthful attitude in regard to lifestyle. This is causing many basic industries to change the way they market their products to cater to the more active, more informed and affluent older American. 4/91 1344 (ran 5 times during the quarter)

April (3-11:20a, 9-8:21p, 16-10:21p, 26-9:22p),
May 3rd, 1:21p.

NURSING HOMES VNR/IYI

This VNR describes training programs for Certified Nursing Assistants who work in nursing homes. (ran 1 time in quarter, May 20th, 4:22am)

17. MINORITY CONCERNS

NATIONAL PSA'S

BLACK FILMMAKERS/MILLER BREWING/ WILLIAM GREAVES

These PSA's are narrated by Noel Hankin, telling what this black filmmaker did in his life with excerpts. 2/91 :60 407 April (16-10:21p), May (4-2:19a, 7-6:18a, 25-12:19a) (ran more than 4 times during quarter)

BLACK FILMMAKERS/MILLER BREWING/ BOURNE

These PSA's are narrated by Noel Hankin, telling what this black filmmaker did in his life with excerpts. 2/91 :60 414 April 16th, 6:19p, May 7th, 9:18a (ran more than 2 times during quarter)

BLACK FILMMAKERS/MILLER BREWING/ OSSIE DAVIS

These PSA's are narrated by Noel Hankin, telling what this black filmmaker did in his life with excerpts. 2/91 :60 442 April (1-1:54a, 22-4:22a) (ran more than 2 times during quarter)

AFRICAN-AMERICAN HISTORY-BLACK MAYORS/Patricia Barrio Associates

"Historic" deals with the history of black achievement in the political world. 4/92 :60 415 April (16-6:19p), May (4-6:20p, 7-6:18a, 25-3:20a, 8:21p, 31-12:28p), June (27-1:54a) (ran more than 7 times during quarter)

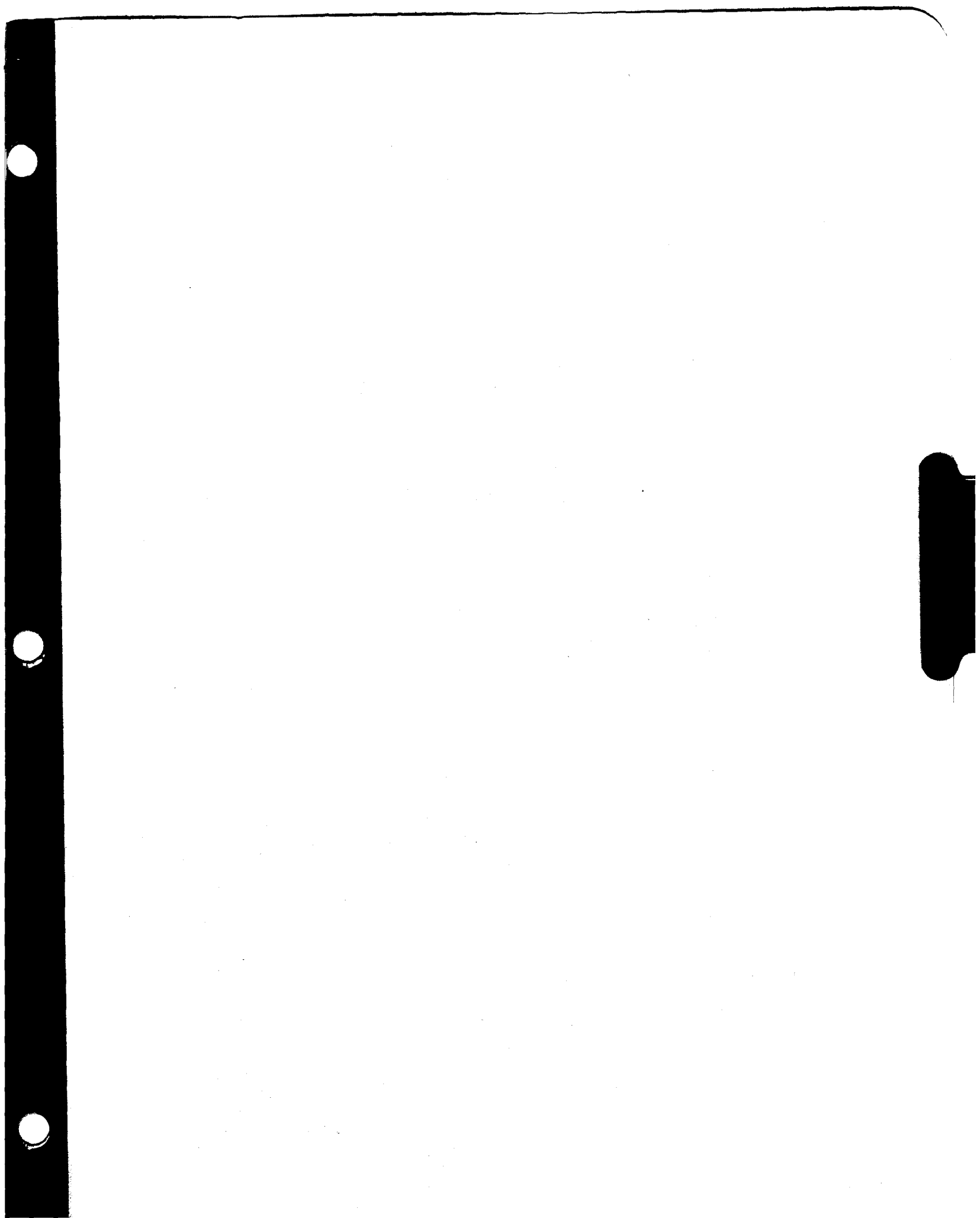
PARTNERSHIP FOR A DRUG-FREE AMERICA/AFRICAN AMERICAN CAMPAIGN

Spots targeted at pre-teen and teen African American youth telling them of the dangers of illegal drugs and that illegal drugs are "un-cool." (6-92) :30 92 :30 376 :30 399 June (18-12:25p) (ran more than 1 time in June)

UNITED NEGRO COLLEGE FUND/ GRADUATION

The objective of this campaign is to positively predispose potential donors to the United Negro College Fund so when asked to give they will do so. The advertising strategy is to convince potential donors that the UNCF provides a quality education to deserving yet financially disadvantaged students. 10/1/91 :60 402 May (4-6:21a), June (9-9:22p) (ran more than 2 times in qtr)

2nd Qtr '92
(ends)



BLACKSTAR COMMUNICATIONS OR OREGON, INC.
TV 22's ISSUES/PROGRAMS QUARTERLY REPORT
3rd Quarter of 1992
July, August, September 1992

ABOUT THIS REPORT

This report is ORGANIZED BY ISSUE for major issues of concern to the KBSP TV 22 broadcast area. Programming which deals with the particular issue is listed under the major issue heading. There is, of course, some overlap of issues considered in the programming items.

This report SUMMARIZES ALL LOCAL "ISSUE PROGRAMMING" during the quarter year. Additional reports are available which summarize only programming concerning children's issues. These reports are maintained in the station's Public Access File and follow the procedures described in the policy manual of Blackstar Communications.

TV 22 is a HOME SHOPPING NETWORK affiliate station and carries The Home Shopping Club, Network Two, programming 24 hours a day, seven days a week (except for six hours a week off the air for transmitter maintenance and about four hours each Sunday morning for local program insertion).

TV 22's PUBLIC SERVICE PROGRAMMING is broadcast during the five and a half minutes of station breaks each hour in Home Shopping Club Programming. IYIs (Public Affairs, or PA on the program log) are broadcast during Break One, between 17 and 22 minutes after the hour, a break four and one half minutes long. PSAs are broadcast during both Break One and Break Two, a one minute break between 44 and 58 minutes past the hour.

PROGRAMS--Broadcast material of 15 minutes or longer in duration. Most programs are for 30 or 60 minute blocks of time, including the terminal station break.

IN YOUR INTEREST (IYI, PA)--This public affairs production combines local studio and field interviews, discussions with experts, and demonstrations to elicit opinions and solutions to a variety of significant issues in the KBSP-TV service area. "Brief Paws," a regularly-scheduled IYI, is produced by TV 22 in cooperation with the Humane Society of the Willamette Valley. The Humane Society public affairs director conducts the interviews.

LOCAL PUBLIC SERVICE ANNOUNCEMENTS (PSA)--Are produced by TV 22 for local non-profit organizations or provided by state and local non-profit organizations. PSAs are two minutes or less in length (most PSAs are broadcast in the 30 second format).

NATIONAL PSAs--Provided by non-profit organizations and national PSA distributors and cooperatives, such as the Ad Council, national PSAs address subjects of both national and local interest.

The station ALSO BROADCASTS COMMERCIAL spot announcements, sponsored (commercial)

The DATES AND TIMES at which item was broadcast are listed following its description. Broadcast listings are organized by month for the quarter of this survey.

1. HEALTH MATTERS

BURN TREATMENT IYI

Bill O'Neil, of Marion County Fire District, talks about burn first aid treatment with TV 22's Dick Bond. They discuss when home remedies are adequate and when emergency help is required and include a VNR from WaterGel burn first-aid.

1529 2/92 (4:00)

July (4-517a, 11-121p, 18-221a, 29-122a)

August (8-122a, 22-717a)

September (5-519a, 7-1122p, 9-217a, 14-120a).

SALEM REHABILITATION HOSPITAL IYI

A comprehensive look at the Salem Hospital Rehabilitation Center. The various programs, physical, speech, occupational, hand, and industrial therapy are all examined. 1435 9/91 (4:00)

July (9-1221a, 12-822p),

August 11, 1120pm. End 8/12/92

YMCA FITNESS IYI

Cliff Lawrence, Director of Health & Physical fitness, talks with TV 22's Dick Bond about fitness programs and introduces Senior-Fitness Director Jane Bloomfield. 1522 2/92-7/92 (4:30) ends August, 1992

July (1-921p, 2-722a, 4-122p, 7-923p, 11-421a, 15-319p, 28-221a, 30-519a)

Dr. James Lace, Salem-area pediatrician:

POISON AND ACCIDENT PREVENTION IYI

Dr. Lace gives some important tips on avoiding, and dealing with, poisons and accidents with children. 1034 (4:30) ends August, 1992

July 21, 3:19a.

DAY CARE INFECTIONS

A four-part series about the transmission of infections in a day care setting. 4:30ea, 9593,94,95,96 ends August, 1992

July 18, 8:22p, 9:23p.

LOCAL PSA'S INVOLVING HEALTH MATTERS

ALZHEIMERS DISEASE CENTER OF OREGON/GENERIC

A dramatic symbolism of Alzheimer's disease, a grandfather holds a baby in his lap, but after being struck by alzheimer's, he is no longer able to remember those memories. This PSA ends with a plea for help. 2/91 :30 307

July (5- ,7- ,16- ,28-)

August (4- ,9- ,10- ,18- ,29)

September (7-652a,12- , 19-1021a, 28-754a).

OREGON DONOR PROGRAM/LETTERS

The Oregon Donor Program "wants people to know of another type of drought — organs and tissues needed for life saving and life enhancing transplants." The psa is designed to "convey the meaning of the gift of life" involved in signing an Oregon organ donor card with the Oregon DMV (Dept of Motor Vehicles). 9/92 60s 30s 460 254

September 30s:(16-1248p, 17- ,19-821p, 20- ,21- ,22-352p, 25-444p), 60s:(14- ,15- ,23-).

WILLAMETTE VALLEY CHAPTER OF THE AMERICAN RED CROSS/BLOOD DONATION SITES

A series of sixty-second PSAs listing the dates, times and locations of the local Red Cross Chapter's blood drawings.

#21 (7/27-7/30 noon) July (27-920a,1222p,455p, 28-854a,151p,953p, 29-1154a,150p,754p, 30-1054a,151p,454p, 31-1154a,150p)

#22 (7/30 noon-8/5 mid) August (1-1222p,454p, 2-143p,554p, 3-821a,949a,322p, 4-455a,654a,821a, 5-854a,118p,347p)

#23 (8/6-8/17) August (6-655a,222p,554p, 7-655a,922a,1045a, 8-1021a,1219p,1017p, 9-1246p,618p,755p, 10-651a,853a,1022a, 11-755a,1055a, 12-752a,954a,254p, 13-721a,820a,14-746a,149p,554p, 15-1154a,752p, 16-1158a,350p, 17-1253a,1055a,1255p)

#24 (8/18-8/20 noon) August (18-954a,152p, 19-954a, 20-951a)

#25 (8/20-8/23 mid) August (20-155p, 21-751am,949a, 22-352p,955p, 23-254a,1158a,351p)

#26 (8/24-8/26) August (24-950a,1252p,1153p, 25-754a,1254p, 26-653a,755a,1248p)

#27 (8/27-8/31 mid) August (27-755a,1051a,951p, 28-1048a, 29-949p, 30-453p,652p, 31-753a,951a)

NATIONAL PSA'S INVOLVING HEALTH MATTERS

AMERICAN ACADEMY OF DERMATOLOGY/ SKIN CANCER

Tom Kite, a professional golfer, talks about the danger of being out in the sun. He suggests ways to avoid skin cancer. 3/91 :30 348

July (6-1252a, 8- ,10- ,19- ,22- ,26- ,30-859p)

August (12- ,21- ,31-)

September: none

AMERICAN ACADEMY OF DERMATOLOGY/JOE THE MOLE

Animated "Joe the Mole" offers advice about exposure to the sun, skin cancer and moles in this seasonal psa. (6-92) :30 298

July (4- ,16- ,26- ,28-)

August (3- ,8-321p, 27-)

September 6th.

AMERICAN INDIAN HEALTH CARE ASSOCIATION/Healthy Lifestyles

Reminds American Indians of health issues of special concern and urges a commitment to a healthier lifestyle. The regional Native American Indian health care center is located in Salem. (6/92) :30 354

July (11- ,19- ,22- ,26- ,31-)

August (13- ,21-)

September (1- ,9- ,14- ,22-451p).

AMERICAN INSTITUTE CANCER RESEARCH/BREAST CANCER

The institute provides an address to write to for an information pamphlet on breast cancer. 440 (4/92) :60

July (2- ,6-224p, 10- ,11- ,13- ,14- ,18-449a, 25- ,28-)

August (6- ,12- ,20- ,30-)

September (4- ,14- ,19-1153p).

AMERICAN LUNG ASSOCIATION/CHARLIE BROWN'S TIPS

Animated "Charlie Brown" gives several tips to clean the air and reduce lung problems related to air pollution. 6-92 :30 366

July (13- ,23-)

August (5-418p, 13- ,23-1058a)

September 1- ,10-1247p, 15- ,23-).

AMERICAN DENTAL ASSOCIATION/SMOKELESS TOBACCO

Carl Ripken, a major league baseball player, warns against the use of smokeless chewing-tobacco. 302

July (4- ,7- ,16- ,26- ,28-)

August (3- ,10- ,18- ,28-)

September 7th, 521a.

AMERICAN DIETETIC ASSOCIATION/ BITE INTO

In a modern diner is a crowd of people who've discovered how easy it is to eat right. The primary message is that nutritious eating doesn't have to be boring.

AMERICAN SLEEP DISORDER ASSOC/ ODD COUPLE

One in three of us suffers from sleep problems that can seriously affect our health, work and family life. The consequence of insomnia include impaired daytime functioning, anxiety, difficulty concentrating and emotional and behavioral disturbances. 10/91 :60 455

July (10- ,14- ,19- ,22- ,26- ,30-1154p)

August (13- , 23-455a)

September (1- ,15- ,21-).

AMERICAN FOUNDATION FOR UROLOGICAL DISEASE/PROSTATE

AFUD provides a toll-free phone number that can be called to receive information on PROSTATE CANCER and the early warning signs of the disease.

4/92 :30 389 :15 153

July 15s:(3-) 30: (9-951a, 12-826p, 14- ,21-1154a, 24-254p)

August 15s:(17-)30: (7- ,15- ,25-)

September 15s:(28- ,30-), 30s:(3- ,16-254p, 24-)

AMERICAN RED CROSS/ YOUNG HERO

This campaign seeks to encourage young adults to contribute their time, talent, and support to the American Red Cross. 4/92 :30 379 (Pulled 8/30/92)

July (1- ,9-254p, 12-622p, 23-)

August (1- ,6- ,14-554p, 24-)

AMERICAN RED CROSS/1992 DISASTER APPEAL

Elizabeth Dole, president of the American Red Cross, explains financial needs of the Red Cross Disaster Relief program. 6/92 :60 421 :30 372

July 30:(2- ,9-625p, 23-) 60s:(4- ,5- ,6-355a, 7- ,9-352a, 11- ,12-1219a, 16- ,21-724p, 23- ,28-)

August 30: (1- ,5-952p, 13- ,24-) 60: (4- ,10- ,17-1253a, 27- ,29-)

September 30s:(2- ,15- ,23-), 60s:(3- ,7-154p, 8- ,9- ,13-647a, 17- ,24- ,29-).

CANDERCARE/PROSTATE CANCER AWARENESS

US Senator Bob Dole promotes Prostate Cancer awareness and advises men over fifty years of age to have a prostate cancer exam. 9/92 :30 249 (a dated Prostate Cancer Awareness Week spot airs to October 11th)

September (25-1054a, 26- ,27- ,28-954a, 29- ,30- ,30-).

CANCER RESEARCH INSTITUTE/KILLER CELLS

The PSA shows the immune system's natural ability to fight cancer cells with actual video of a human cancer cell being destroyed by human immune cells called cytotoxic T lymphocytes. 7/92 :30 277

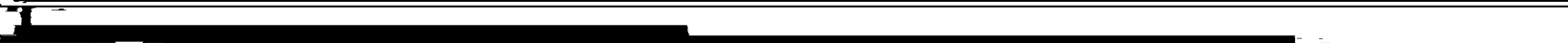
July (14- ,15-1221a,1121a, 21-749p, 25- ,27-121p)

August (2-824p, 7- ,9- ,16- ,26-)

September (4- ,11- ,18-).

FOOD ADDICTION HOTLINE

A project of the School of Psychology, Florida Institute of Technology, the Food Addiction Hotline offers referrals to groups like Overeaters Anonymous and gives



NATIONAL MULTIPLE SCLEROSIS/ JEAN GRISWOLD

The Multiple Sclerosis Society is saluting the work of Jean Griswold, who is helping disabled people in her community. She is particularly noteworthy due to the fact that she suffers from Multiple Sclerosis. :60 447
 July (19- ,22- ,25- ,29-) (replaced by Donna Miller 8/27/92)
 August (13- ,21-)

NATIONAL MULTIPLE SCLEROSIS SOCIETY (MS SOCIETY)/DONNA MILLER

To promote research in genetics, virology and immunology, the MS Society shows a winner, Donna Miller, a tennis player and director of an independent living center. 8/92 60s 447 (15 sec ver - 170)
 August 15s (28- ,29-), 60: (29- ,31-)
 September 15s:(24- ,26- ,29- ,30-), 60s:(10-153a, 14- ,20-).

NATIONAL MULTIPLE SCLEROSIS SOCIETY/IN THE FUTURE

Projects into the future when MS will be cured to motivate continued research.
 8/92 30sec 395
 September 16-822p.

NATIONAL MULTIPLE SCLEROSIS SOCIETY/DANIEL J. TRAVANTI

Travanti is "on the phone to a friend" to remind viewers to help those with MS with love, attention, and support of the MS Society. 8/92 30 263
 September (3- ,13-921p, 17-)

NATIONAL MULTIPLE SCLEROSIS/SERVICES V

Multiple Sclerosis support services are available via an 800 number listed here.
 8/24/92 :30 283
 August 26th.
 September (5- ,11- ,18- ,26-).

NATIONAL EYE HEALTH EDUCATION PROGRAM/GLAUCOMA

The National Eye Health Education Program encourages older people to have their eyes periodically checked for glaucoma. 2/92 :30 339
 July (6-621a, 18- ,19- ,22- ,30-322p)
 August (11-925p, 20- ,31-)
 September (8- ,21-).

NATIONAL REYE'S SYNDROME/ DICK VANDYKE

Dick VanDyke warns parents that if their child is recovering from a the flu or a virus and begins vomiting, becomes listless, and displays aggressive behavior, not to use aspirin and to call the doctor. 3/91 :30 306

July (16- ,28-)

August (4- ,9- ,18- ,28-)

September (7-554a, 12- ,19-954a, 28-554a).

NATIONAL REHABILITATION HOSPITAL/Pool

Recounts the dangers of drinking alcohol and diving in a swimming pool. Scenes of poolside drinking and horseplay, based upon a true story and told by the person who experienced it, turns tragic when a diver injures his spine. 6-92 :30 294

July (3-748p, 4- ,5- ,10- ,12-218a, 13- ,16- ,25- ,28)

August (3- ,10- ,17-122p, 27-)

September 6th.

NATIONAL FOUNDATION FOR INFECTIOUS DISEASES/HEPATITIS B VACCINE

The "MTV GENERATION" graphics shows young adults and adolescents how to avoid becoming infected with socially-transmitted hepatitis B and informs about the vaccine currently available. 7/92 :30 285

July (4- ,6-1022p, 7- ,11- ,12-1021p, 13- ,15-1220p, 25- ,27-727p)

August (3- ,8-120p, 16- ,26-)

September (5- ,11- ,18- ,26-).

NATIONAL ORGANIZATION ON DISABILITY/John Yeh

More than 40 million Americans have physical or mental impairments that substantially limit one or more major life activities. They are the nation's largest minority. John Yeh's success story is used to demonstrate the capabilities of disabled people. 10/91 :30 383

July (1- ,9-1249p, 14- ,24-955a)

August (1- ,6- ,14-921p, 24-)

September (2- ,16-950a).

NATIONAL JEWISH CENTER/LUNG LINE-LOU RAWLS

Lew Rawls, representing Lung Line, offers free information about asthma and other breathing disorders by calling an 800 number. (6-92) :30 363

July (23- ,31-)

August (5-251p, 13- ,23-749a)

September (1- ,10-1049a, 15- ,23-).

NUTRI-SYSTEM/OBESITY "FEED THE BABY"

Children are always encouraged by their elders to clean their plates. Nutri System is asking parents to avoid instilling this habit in their kids. :60 443
July (14- ,18- ,25- ,29-)
August (6- ,12-621p, 18-1024a, 21- ,30-)
September (5- ,20-).

NATIONAL OSTEOPOROSIS FOUNDATION/VITALITY

The public awareness spots "vitality" encourage the public to talk to their doctor about osteoporosis. The foundation also offers a booklet via an 800-number. 8/92 :15 :30 162 265
August 15s:(17- ,28- ,30-) 30s: (17- ,25-)
September 15s:(2- ,21- ,23- ,25- ,29-), 30s:(3- ,10-621p, 13-954p, 16-1254a, 17- ,26-).

PHYSICIANS COMMITTEE/DROWN

Dr. Henry Heimlich gives First Aid tips for drowning victims. (2/92) :60 416
July (7- ,10- ,11- ,16- ,21-518a, 23-)
August (4- ,9- ,16- ,27-)
September: none

PHYSICIANS COMMITTEE/HEIMLICH

Dr. Henry Heimlich gives first aid tips for choking victims. (2/92) :60 473
July (19- ,22- ,26-)
August (8-154a, 15- ,24-)
September (1- ,7-1154p, 12- ,15- ,24-).

PROSTATE CANCER/ Rita Moreno

Rita Moreno encourages viewers to get their annual prostate cancer check-up. 319
11/91 :30
July (17- ,29-)
August (4- ,11-1122a, 18- ,30-)
September (7-822p, 20- ,28-1054p).

AMERICAN PROSTATE SOCIETY/ PROSTATE CANCER

The society offers an 800-number for more information about prostate cancer and promotes prostate examinations for persons over 40. 9/92 60sec 458 30 sec 281
September 30s:(5- ,11- ,18- ,26-),
60s:(1- ,7-121a, 10-455a, 15- ,22-1154p).

RESEARCH AMERICA/SEN. WIEKER

A "slice-of-life" PSA promoting additional research on MS and other diseases. Sen. Lowell Weiker asks for donations to Research America. :60 431